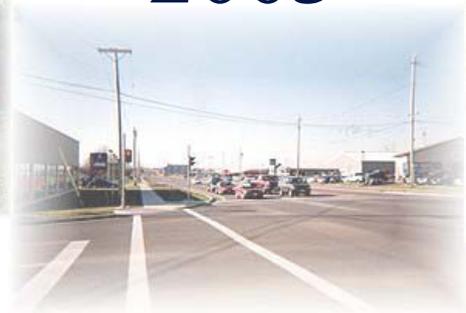




**TOWN OF  
CANANDAIGUA, NEW YORK  
COMPREHENSIVE PLAN  
2003**



*ADOPTED BY THE CANANDAIGUA TOWN  
BOARD ON  
APRIL 28, 2003*

*REVISED BY RESOLUTION  
NOVEMBER 21, 2005*

**PREPARED BY  
THE SARATOGA ASSOCIATES**



**LANDSCAPE ARCHITECTS, ARCHITECTS, ENGINEERS, AND PLANNERS, P.C.**

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# *Town of Canandaigua Comprehensive Plan 2003*

*Revised by Resolution November 21, 2005*

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# *Town of Canandaigua Comprehensive Plan 2003*

*Revised by Resolution November 21, 2005*

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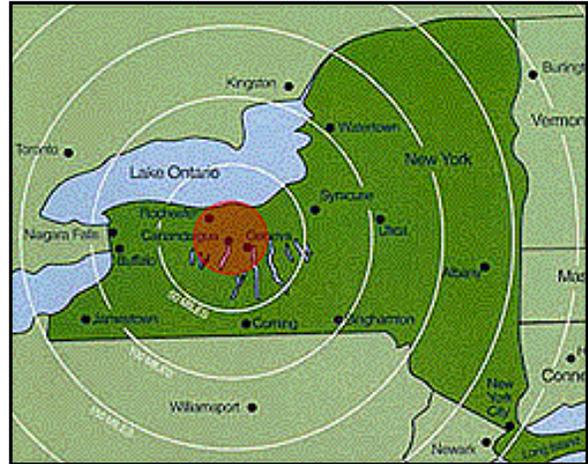
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*\*Revised by Resolution November 21, 2005.*

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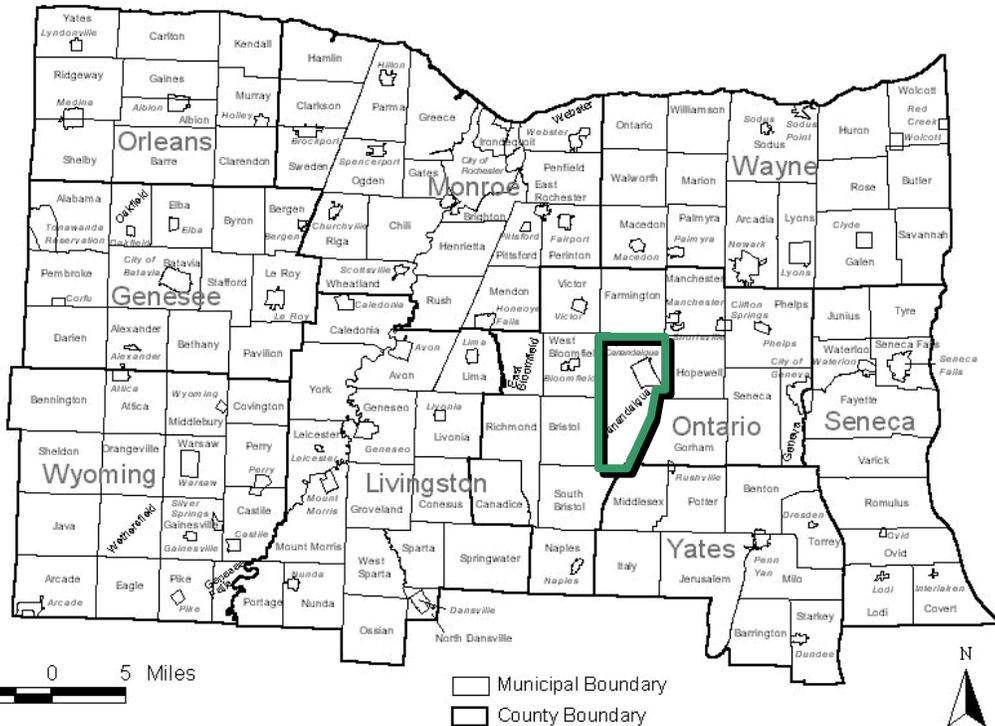
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The Town of Canandaigua lies in the center of Ontario County, New York, approximately twenty-five (25) miles southeast of Rochester. At the fringe of the Rochester Metropolitan Area, it has experienced increased suburban development pressure in recent years. Still, the town remains mostly rural.



The Town of Canandaigua wraps around the northern shores of Canandaigua Lake. It is bordered by the Towns of Hopewell to the east, East Bloomfield and Bristol to the west, Farmington to the north, and South Bristol and Gorham to the south. The town encompasses just over 57 square miles and surrounds the nearly 5 square mile City of Canandaigua. The City of Canandaigua lies at the northern tip of Canandaigua Lake and is a separate governing body from the Town of Canandaigua.

## Genesee/Finger Lakes Region



Prepared by the Genesee/Finger Lakes Regional Planning Council, 5 sept. 2000.

Source: NYS Dept. of Transportation, Feb. 1998.

The area where the City of Canandaigua now lies was the principal village of the Seneca Indians. White settlers established the District of Canandaigua in 1789. Canandaigua officially became a Town two years later in 1791. The name of the town is derived from the Native American word ‘Kanandarque’ which means ‘The Chosen Spot’. The name reflects both the area’s scenic location along the northern shores of Canandaigua Lake and its productive soils. The Village of Canandaigua was incorporated in 1815, and it became the City of Canandaigua in 1913.

Ontario County has always had a strong farming community, and to a large extent, this remains true today. The soils are some of the most fertile in the area. According to the *Ontario County Agricultural Enhancement Plan* (September 2000), the climate, soils, and fresh water resources in Ontario County represent some of the best farming conditions in the world. There is a diverse agricultural industry that competes both nationally and internationally with products such as beef, dairy, vegetables, fruits, cereal grains, and other products from vineyards, orchards, and the animal trade (e.g. sheep, horses, poultry, and swine). Agriculture adds millions of dollars annually to the local economy providing many full and part-time jobs, as well as recreational and tourism opportunities. Today, however, there is concern that the spread of residential housing growth from metropolitan Rochester, combined with the troubled economic condition of the agricultural industry in this part of the country, threaten the long-term viability of farming in the region.

Another concern in the region is the maintenance of water quality in Canandaigua Lake. The lake is recognized as a wonderful natural resource and all of the municipalities occupying its watershed have signed the recently completed *Canandaigua Lake Watershed Management Plan* (January 2000). The Watershed Management Plan notes that non-point source pollution is a primary issue. The plan raises awareness about farming and development practices that can significantly reduce the amount of lake pollution generated throughout the watershed.

The latest population figures released by the U.S. Census Bureau for the year 2000 indicate that Ontario County had a population of 100,224 persons, a modest increase of 5.4% since 1990. The Town of Canandaigua had a population increase of 489 people during the 1990’s. This 6.8% increase gave Canandaigua a total population of 7,649 residents in 2000. The City of Canandaigua had a population of 11,264 in 2000, an increase of 539 persons (5.0%) since 1990.

Regional trends, however, indicate that northern portions of Ontario County will face increased development pressure in the coming years. The recently completed reconstruction of Route 332 will decrease travel time to Rochester and the surrounding towns in Monroe County (at least in the short-term). At the same time, jobs have continued to move out from downtown Rochester to scattered locations in the suburbs. In terms of access, the combined effect is that the Town of Canandaigua has become closer to activities and employment in metropolitan Rochester. With its relatively cheap open land, the town is likely to become more attractive for residential development.

The Town of Canandaigua has been attentive to its growth and change over the years. It completed its first Master Plan in 1965. The plan was comprehensively updated in 1987 and amended in 1989. In the 1990’s, particular issues/areas were studied in detail including:

- development along the State Highway 332 corridor that connects the town to the NYS Thruway and the City of Rochester,
- the Southern Corridor, an area along the western shore of Canandaigua Lake that has witnessed the bulk of residential development in the town,
- the utilization of vacant industrial land,
- access management along state and county highways,
- additional residential and commercial building standards issues, and
- maintenance and extension of the water system as development occurs.

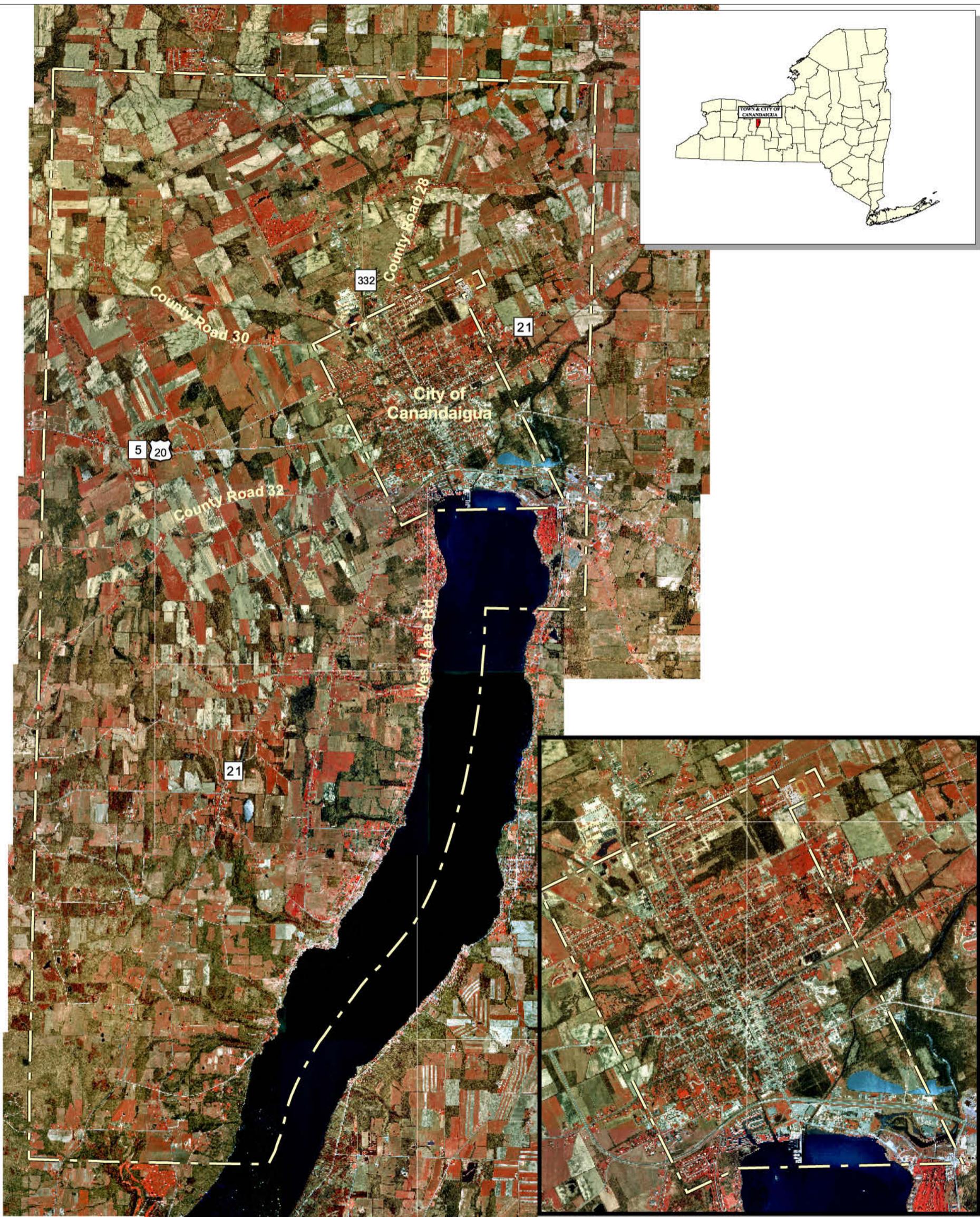
Still, the town has wisely chosen to take a fresh, comprehensive look at issues related to its continued growth and development through this planning process. This comprehensive plan builds upon the studies completed over the last decade. Ensuring that the community remains a great place to live, work, and visit, attracting new industry and employment opportunities, conserving the area’s natural resources and preserving its scenic beauty are some of the town’s primary concerns looking forward. Implementation of the plan will ensure that Canandaigua remains the “The Chosen Spot.”

The comprehensive plan:

- Is founded on a community-based/community-driven process which includes input from residents, businesses, institutions, environmental interests, and others to collaborate on plan development;
- Identifies assets, opportunities, and needs;
- Results in a coordinated vision for the future of the community;
- Outlines specific actions to achieve that shared vision; and
- Establishes a framework for community-wide collaboration on plan implementation.



# TOWN OF CANANDAIGUA



## 2003 Comprehensive Plan

### AERIAL PHOTO



### THE SARATOGA ASSOCIATES

LANDSCAPE ARCHITECTS, ARCHITECTS, ENGINEERS, AND PLANNERS, P.C.  
 NEW YORK CITY ■ SARATOGA SPRINGS ■ BOSTON

This map is computer generated using data acquired by The Saratoga Associates from various sources and is intended only for reference, conceptual planning, and presentation purposes. This map is not intended for and should not be used to establish boundaries, property lines, location of objects, or to provide any other information typically needed for construction or any other purpose when engineered plans or land surveys are required.

The Town of Canandaigua established a Comprehensive Plan Committee in the summer of 2001. The committee included a cross-section of residents who have been involved in community activities, and town staff. Representatives from neighboring municipalities were also invited to participate in committee meetings. All of the committee meetings were open to the public, and a portion of the agenda at each was devoted to public comment.

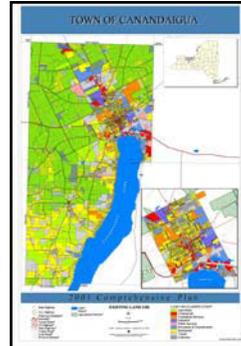
The committee reached out to the community on several occasions to solicit public input. Special opportunities for public involvement included the following occasions:

- **August 2001 - *Neighborhood Meetings*** – Two initial public meetings were held to identify community strengths and issues of concern that should be addressed through the comprehensive plan. The results of these meetings are attached as Appendix B.
- **Fall 2001 – *Community Survey*** – About 1,000 community surveys were mailed to a random sample of property owners in the Town. In total, 321 completed questionnaires were returned to Town Hall. The survey questionnaire and the survey results are attached as Appendix C.
- **February 2002 – *Focus Group Workshops*** - Focus group meetings were held to discuss emerging plan concepts with specific groups of community stakeholders. One focus group was targeted to the agricultural community. The second was targeted to landowners and business owners from the Route 332 Corridor. The purpose of these meetings was to inform participants about the committee's preliminary ideas related to agriculture and farmland, or development in the Route 332 Corridor respectively. In each case questions and comments were solicited from meeting participants. Notes from these meetings are attached as Appendix D.
- **August 2002 – *Draft Plan Community Workshop*** – The purpose of this meeting was to present the main elements of the draft comprehensive plan to the community and to receive feedback before finalizing the plan and entering the more formal plan adoption process. Notes from this meeting are attached as Appendix E.
- **November 2002 – *Comprehensive Plan Committee Public Hearing*** - As required by state law, the Comprehensive Plan Committee conducted a formal public hearing on November 13, 2002. Notes from this meeting are attached as Appendix F. At its next meeting in December, the Committee reviewed the notes from the public hearing before it unanimously approved a resolution to forward the final draft plan to the Town Board for adoption.
- **April 2003 – *Town Board Public Hearing*** – As required by state law, the Town Board conducted a public hearing before it adopted the plan.

At the start of the Comprehensive Plan Committee’s work, simultaneously with initial portions of the public outreach process, existing conditions in the town and the region were examined. The results of this investigation are documented in the Inventory and Analysis attached as Appendix A. The Inventory and Analysis describes existing land use and land use regulations, demographic and economic trends, environmental

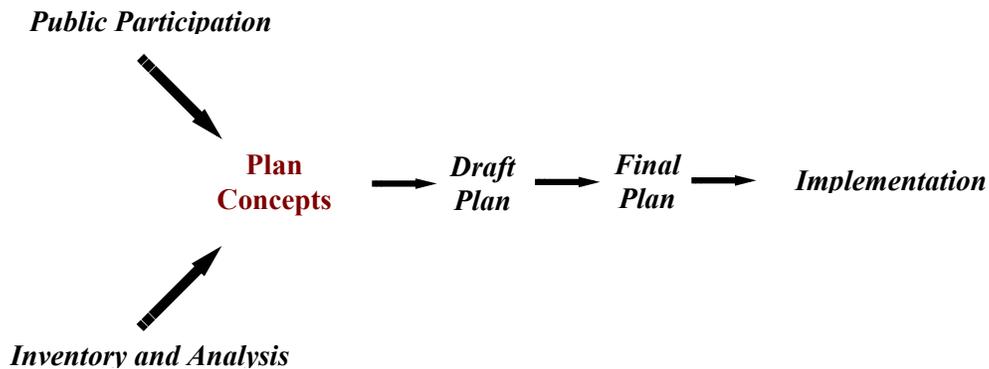


**Public Participation - Identify community assets, issues of concern, and vision for the future** →



→  
**Inventory and Analysis - Understand the current setting**

resources, scenic, cultural and recreational resources, infrastructure and transportation, and fiscal conditions. Information for the Inventory and Analysis was collected from a variety of sources including local, county, regional, state, and federal agencies, and from previous reports and studies of the Canandaigua region. The Inventory and Analysis, however, is more than a collection of information. Instead, the Inventory and Analysis helps to define the community’s strengths, weaknesses, opportunities, and threats, clarifying issues that are important to the future of the community.



Specific policies and actions were developed to address the problems and issues defined as part of the inventory and through the public outreach process. Finally, a strategy for implementing the recommended policies and actions was created. The strategy assigns responsibility, prioritizes actions, and identifies resources for implementation.

Once the Town Board adopts the comprehensive plan, it should serve as a guide for future action by both public and private entities active in the community. As with any plan, it should be reviewed periodically to determine if the goals and recommendations within continue to be relevant based on changing circumstances, and refined or updated as appropriate.

**T**he Town of Canandaigua aspires to preserve its natural beauty and resources, agricultural heritage, and high quality of life as it continues to accommodate new growth at the start of the 21<sup>st</sup> Century. The community has expressed a strong desire to maintain the small town, rural qualities still present through much of the town. At the same time, it recognizes that the region continues to attract new residents, and as a result new commercial activity. The town seeks to manage this growth, organizing it in forms that preserve the best of Canandaigua's character for this and future generations.

To achieve its vision, the Town has established a set of goals to guide decision-making. The recommendations in this comprehensive plan attempt to direct action toward achieving these goals. The goals are to:

- Maintain Canandaigua's rural character by preserving farmland and supporting efforts to enhance the economic prospects of agriculture.
- Ensure the protection of all of the town's important natural resources, and in particular, the water quality and scenic qualities of Canandaigua Lake.
- Conserve significant open spaces throughout the town and create a network of open lands to provide wildlife habitat and potential recreational trail corridors.
- Maintain a balanced tax base. As the community continues to grow, the cost of providing services (such as schools, recreation, etc.) for new residential development will grow as well. From a fiscal perspective, new residential growth rarely pays for itself in property taxes. Therefore it is important to ensure that the community maintains a balance of residential development, commercial development, and open space.
- Promote continued commercial and industrial growth in specific development nodes along the Route 332 Corridor recognizing that this is the town's economic and fiscal engine. Increasing the value of the developed areas in this corridor, by focusing development and emphasizing quality design, helps the town to achieve its other goals.
- Preserve the undeveloped qualities of portions of the Route 332 Corridor that are between the development nodes to ensure that the entire corridor does not become one long commercial strip from the Town of Farmington to the City of Canandaigua. As the primary gateway to the Canandaigua region, the character of this corridor creates a lasting impression for residents and visitors alike.
- Expand the town's active and passive recreational resources to meet the growing demand for these amenities.
- Preserve the historic qualities of the Hamlet of Cheshire and enhance the ability of the hamlet to prosper and grow without sacrificing the character that makes it a special place.
- Ensure the long-term provision of high quality public water and sewer services in areas of the town identified in this plan for continued residential, commercial, and industrial growth. Limit the expansion of urbanizing infrastructure (especially sewer service) in areas of the town where increased growth is not encouraged by the plan such as the "agricultural-residential" areas.
- Continue to cooperate with the City of Canandaigua and other neighboring municipalities on issues of mutual concern, and look for opportunities to partner in the delivery of services when appropriate.

The comprehensive plan recommendations are targeted toward achieving the vision and goals identified in Section III. The recommendations are organized around specific geographic areas in the town or topic areas of particular importance. *\*The Plan Recommendations map at the end of this section illustrates the various geographic areas in a generalized way. The Plan Recommendations map is not a zoning map. The actual zoning district boundaries that are developed to implement the plan will be based on a more detailed, parcel level investigation of these areas. The eventual zoning district boundaries may differ from the generalized areas shown on the Plan Recommendations map for any number of reasons, including but not limited to the current availability or condition of infrastructure, the results of subsequent plans or studies, and/or the desire of the Town Board to phase growth in a particular area of the community over time.*

The recommendations are not presented in any order of priority. The purpose of this section is to present recommended methods for moving toward the community’s vision in these areas. The next section - Section V, Implementation – will present a programmatic strategy for implementing the plan’s major recommendations. It is in that section that activities will be prioritized, and programs and projects detailed.

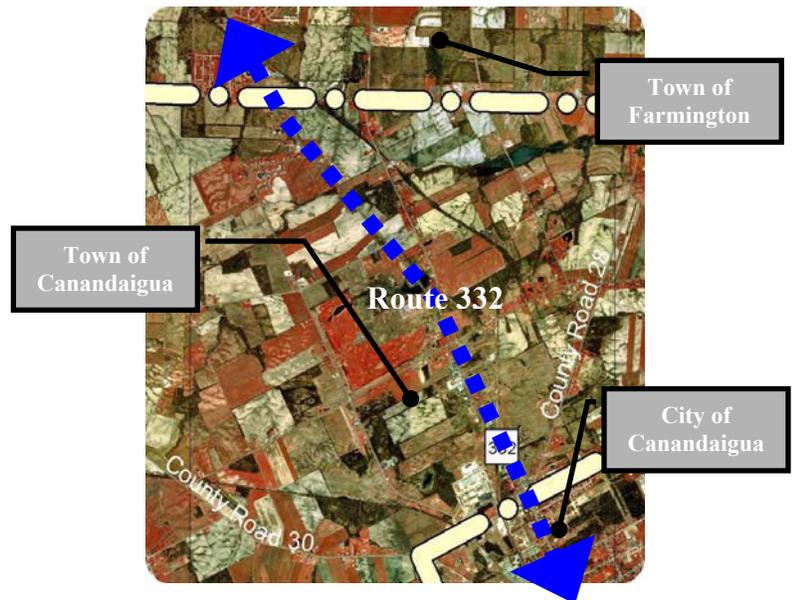
Each of the six subsections below will begin with a description of the issues that have been raised by the community in terms of a specific geographic area. This will be followed by a discussion of the proposed response to these issues, and then the specific tools/methods recommended for consideration.

**A. Route 332 Corridor**

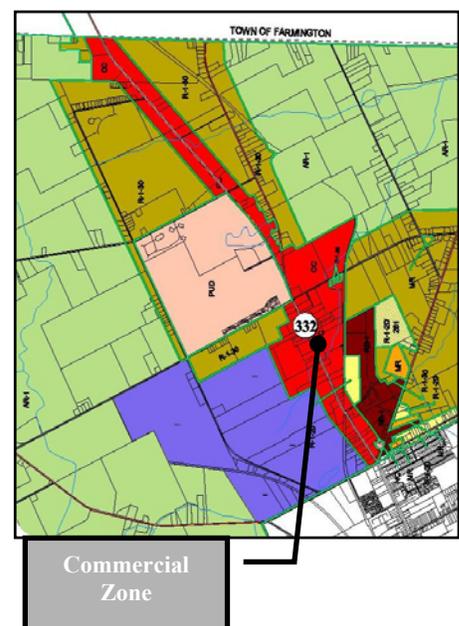
***Issues:***

- This is the town’s primary economic development zone. It is the jobs generator and the primary tax generator. As such, it allows the community to fund other activities / actions that will preserve and/or enhance overall quality of life.
- Based on recent improvements to Route 332, this area will continue to develop in the foreseeable future as traffic volumes increase due to induced growth in the region.
- Currently the entire corridor – from City line to Town line - is zoned for commercial “strip” development. Furthermore,

*\*Revised by Resolution November 21, 2005.*



**Town of Canandaigua Zoning Map**



much of this strip is too narrow to suit the needs of modern commercial uses.

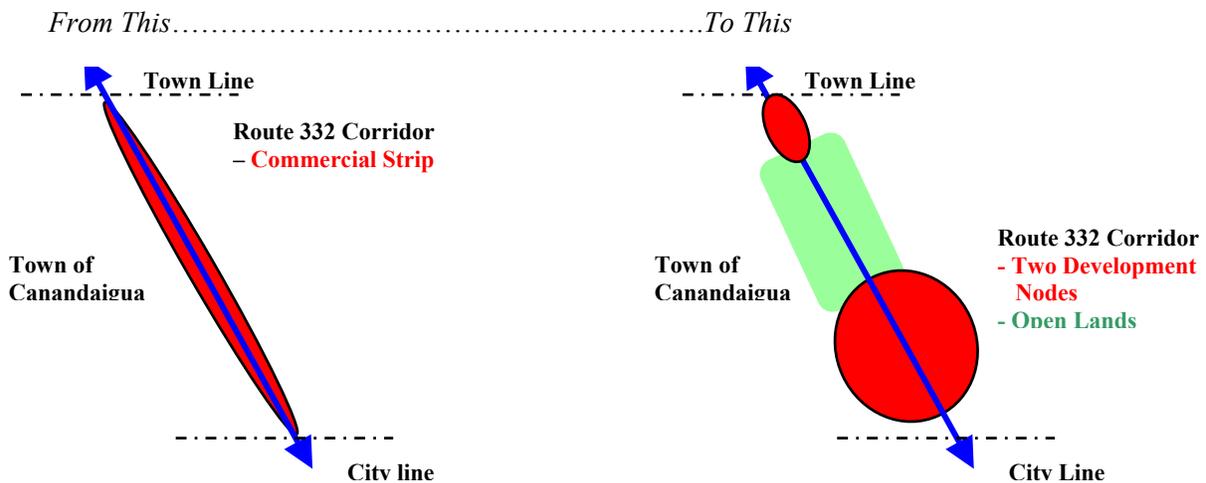
- As the primary gateway to the Canandaigua region, the Route 332 Corridor plays a critical role in defining the character of the community.
- There is an opportunity to develop this area differently – alternative forms and patterns are possible because so much of the corridor remains to be developed. To do so would require intervention now.
- The Town is off to a “good start” - road infrastructure is in place, there are sidewalks and medians, and the town has started to develop parallel roads (beginnings of a modified grid street system). Now the focus should be “how to make it better.”

Long-term development pattern resulting from current commercial zoning.



**Proposed Response:**

The proposed response to these issues is to focus on the form of development in the corridor. Instead of developing the entire corridor as a narrow commercial strip, it is proposed that two wider nodes of mixed-use development be established along the corridor. The southern node will start at the intersection of County Road 8 and Campus Drive, and run south to the City Line at North Road. The second, much smaller node will be focused on the intersection of Purdy Road and Route 332, extending north to the town line.



Within these nodes, the emphasis will be on connections (interconnected streets), walkability, mixed-uses (commercial retail and office, light industrial, and even moderate density residential), and a more upscale design character. Elements of Traditional Neighborhood Design (TND) such as: “build-to lines” instead of setbacks, multi-story buildings with active uses such as retail on ground floors, on-street parking and

off-street parking on the side or rear of buildings, etc., will be incorporated into design guidelines for these nodes as appropriate.

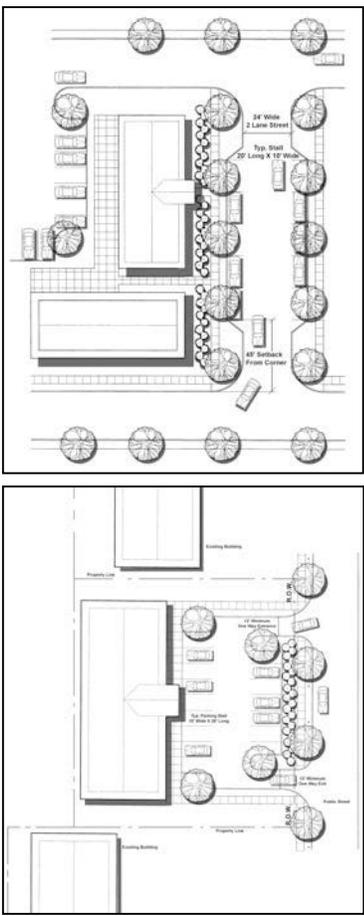
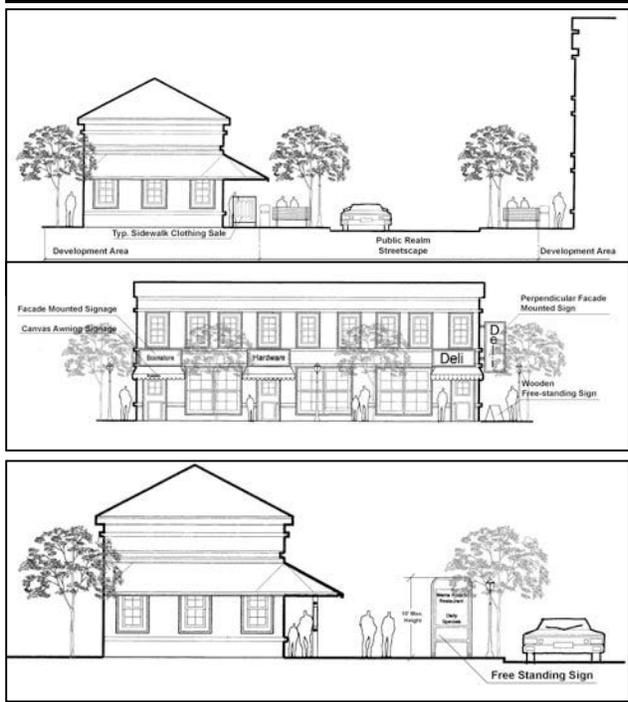
In between the nodes, the goal will be to preserve the less intensively developed and open lands. In order to respect the expectations of property owners in these “green” areas, whose land has been zoned for commercial uses for many years, mechanisms will be established to provide some economic return. However, to prevent a further increase in the commercial value of land in these green areas, the town will not invest in constructing interconnected road networks (as it has already done just north of the City line), or expanding other growth-inducing infrastructure, outside of the development nodes. Without these roads, the new medians installed by the NYSDOT along these portions of Route 332 should effectively limit any increase in the commercial value of properties in the green areas.

**Recommendations:**

- Create new, mixed-use zoning districts for each of these development nodes. The southern node will allow for a higher density and larger scale of development than the northern node. The smaller northern node will have a rural hamlet or small village character and a somewhat more limited mix of uses.
- As part of the zoning revisions, establish design guidelines for development in both of the Route 332 Development Nodes.

**Example of Design Guidelines\***

\* This sample set of designs guidelines are not necessarily appropriate for either of the development nodes in the Route 332 Corridor. ***They are illustrative only.***



- In the **southern node**, a wide range of mixed commercial and some moderate density residential uses should be encouraged. The west side of Route 332 is largely developed and is bounded by a significant industrial area. Due to the existing industrial and commercial development that is already in place, the west side of the southern node is less likely to see an expanded mix of uses. At the western edge of the node, the Ontario County Airport remains a potential resource for economic development in the region. With the recent announcement of the “Center for Excellence for Photonics and Infotonics”, and the growth of nearby businesses such as Canandaigua Wine and Pactiv, the airport could become a more important asset in the future. The Ontario County Industrial Development Agency (OCIDA) plans to update the Airport Master Plan in the next year. The Town of Canandaigua should be an active participant with the County in the Airport Master Plan update.



The east side of Route 332 has much greater potential for mixed-use development. Large areas of this side of the southern node remain undeveloped and the town has invested in an interconnected street system that divides it into developable blocks. Design guidelines for the southern node should emphasize site organization, site design, and architectural design.



Site organization addresses the building location, parking location, and access. In the southern node, buildings fronting on Route 332 should have moderate setbacks with some convenience parking in front of the building, and the remainder of parking at the side or rear of the building. Access onto Route 332 should continue to be controlled, with limited curb cuts and maximized use of the new perpendicular town roads that cross Route 332. Off of Route 332, buildings should be located closer to the sidewalk and parking restricted to the side and rear of buildings.

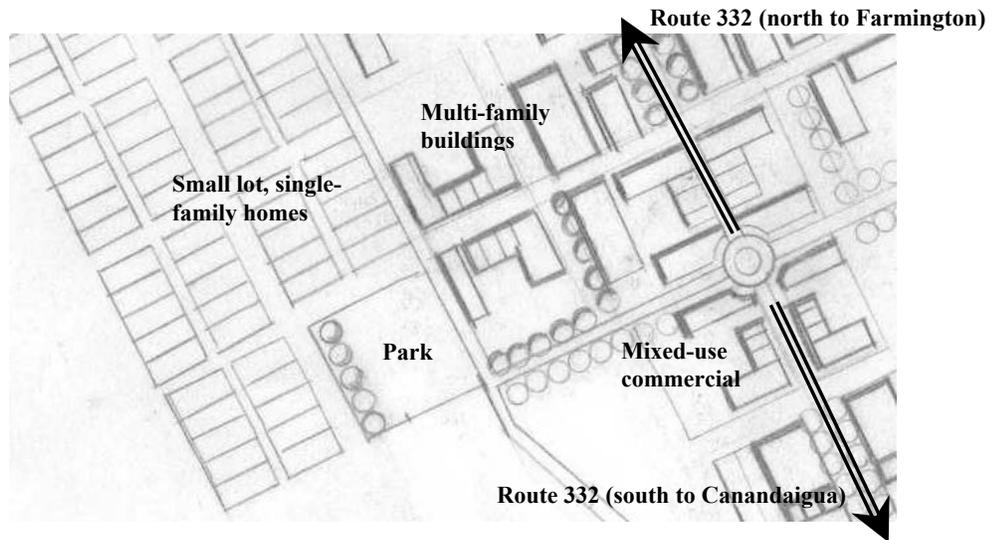


Throughout the southern node, site design should continue to emphasize the pedestrian along with the automobile. Well-defined crosswalks should be provided at intersections and signalized as necessary. Sidewalks should be included along all roadways in this node as development occurs. The sidewalk should be separated from the curb by a

wide planting strip. Any large parking areas should be screened from the streets by buildings, a low fence, and/or a planted hedge. Other site design elements such as landscaping, lighting, screening, and loading facilities should also be incorporated into the design guidelines.

Architectural design throughout the southern node should also be subject to general guidelines. For example, buildings should have at least one of their primary entrances facing the street and sidewalk. Windows should be required along the side of the building facing the street and sidewalk. Pitched roofs and multiple story (2-3 story) buildings should be encouraged. Signs should be regulated in terms of their size, location, and lighting.

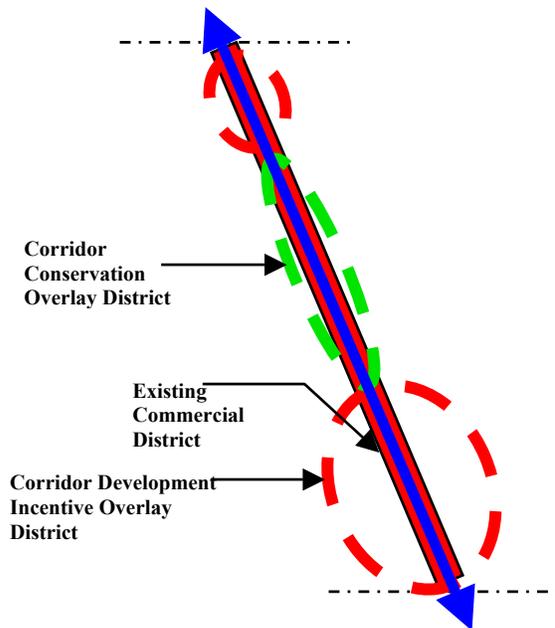
- The **northern node**, from about the Purdy Road intersection north to the Farmington town line is largely undeveloped. However, it could become a small, village scaled mixed-use district at the entranceway to Canandaigua. In this node, a mix of small-lot single-family, two-



family, and multi-family units should be encouraged, and small-scale retail establishments and offices allowed especially along Route 332. Signalized intersections with well-defined crosswalks should allow for safe pedestrian access across Route 332 in this node. A generous planting strip should be provided between Route 332 and the sidewalk. Design guidelines for the northern node should incorporate elements of Traditional Neighborhood Design (TND). TND design principles emphasize the design of the public realm – the space from building front to building front including streets, sidewalks, public spaces, and building facades. The pedestrian environment is placed on an equal footing with the automobile.

- The Centerpointe PUD continues to be an important asset for the Town and the region. Nothing in this plan is intended to change the existing PUD legislation that created Centerpointe. The recently announced New York State “Center for Excellence for Photonics and Infotonics” has the potential to generate hundreds of high-technology jobs both within the business campus itself, and elsewhere in the region. The park-like setting of the Centerpointe PUD is also important to the character of the Route 332 Corridor. Despite the active businesses within the campus, the frontage along Route 332 remains mostly green. This helps to create the rapid transition in character from the visibly developed southern node, to the more rural setting north of County Road 8 and Campus Drive. In the future, it might be possible to create a pedestrian trail connection from the business campus into the southern node as an amenity for campus workers.

- Keep the existing narrow commercial zoning district along the Route 332 Corridor outside of the development nodes, but establish a policy that clearly restricts town investment in growth-inducing infrastructure for these areas (i.e. additional interconnected roads and public sewers).
- Establish an Incentive Zoning mechanism for the development nodes. Incentive zoning allows developers to exceed the dimensional or density thresholds of the zoning district in return for providing specific public benefits or amenities to the municipality. In this case, the incentive zoning program would allow the developer to more intensively develop land in the “Corridor Development Incentive Overlay District”



(increased lot coverage, additional stories, etc.) in return for permanently protecting land (under conservation easement) in the narrow strip of commercially zoned land along Route 332 -- the “Corridor Conservation Overlay District”. Specific parameters for this incentive zoning program will be established in the zoning code.

- Acquisition of land, or the development interest in land, by the Town as part of a Farmland and Open Space Conservation Program (see below) should also be considered for larger parcels that are outside of the development nodes but within the Route 332 Corridor (i.e. within

the “Corridor Conservation Overlay District”). There are only a handful of significant undeveloped parcels, some still used for agriculture, located within the corridor. The future of these few large parcels will have a tremendous impact on the future character of this important corridor.

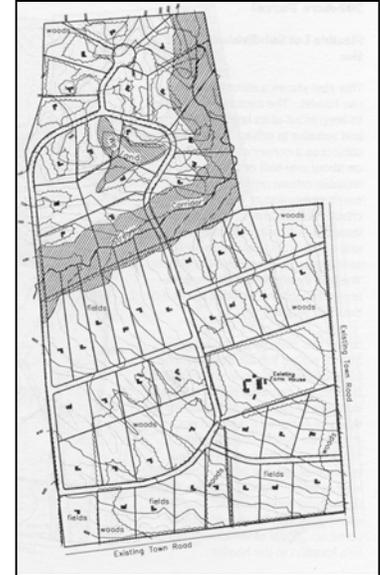
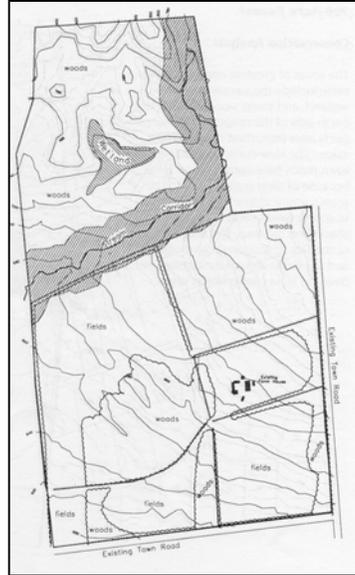
- Establish the Route 332 Corridor as a gateway to the Canandaigua region. Work with the Chamber of Commerce and others to enhance this entranceway to the community. A well placed monument sign with landscaping, or some other indication that one has arrived, would be a nice addition near the Town’s boundary with Farmington. Within the two development nodes, flowers and or banners might improve the sense of arrival. Local merchants may wish to contribute to a streetscape beautification program in these areas.



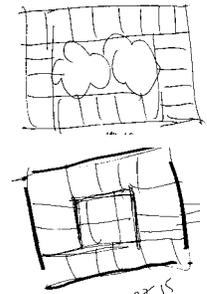
**B. The Southern Corridor**

*Issues:*

- This area comprises some of the most desirable residential real estate in the Town. Sewer and water infrastructure exists in or near most of the land in this area. All of it is zoned for 20,000 square foot to 1 acre lots.
- This form of conventional “minimum-lot-size” subdivision approach requires that all of the landscape be divided into residential housing lots as a condition of the development process. Consider the cumulative impact of this form of development over many years – what will happen to the character that has drawn people here in the first place?
- Frontage development – much of the development that has occurred so far has consumed road frontage only. This form of development creates access management problems on collectors such as Middle Cheshire Road. It also makes future development of interior lands increasingly difficult due to growing NIMBY sentiment.
- Upland development – environmental and viewshed concerns especially between Middle Cheshire and West Lake Road (loss of hillside character when viewed from the lake).



Conventional “minimum-lot-size” based subdivision regulations require the developer to divide all of the original parcel (above left) into residential housing lots (above right) in order to achieve full development potential and profit.



Frontage development can create access management problems if individual driveways are permitted for each home (left). Frontage development is also inefficient -- once the frontage is all developed (top right), developing the interior lands (bottom right) is very difficult because proposed new homes are likely to be in the “backyards” of the ones already built along the road frontage.

***Proposed Response:***

The proposed response to these issues is reduce the overall density of development in the Southern Corridor and to separate the concept of “lot size” from the concept of “density” in order to allow flexible subdivision design that conserves important natural, agricultural, and open space resources.

Decreasing, even slightly, the overall permitted density (overall number of homes that can be built per acre) will reduce the ultimate fiscal and environmental impacts of development in the Southern Corridor. Under the town’s existing zoning densities for this area, approximately 2,300 additional single-family housing units could theoretically be constructed in the Southern Corridor (factoring out severely constrained land and setting aside space for roads and other infrastructure needs). This would roughly translate into 6,000 new residents.

It is important to note that this theoretical buildout is not likely to actually occur in reality. Most new construction in this area has not been on lots that only contain the minimum acreage allowed by zoning (20,000 square feet in the R-1-20 and the RLD, 30,000 square feet in the R-1-30, and 1 acre in the AR-1). In fact, most small subdivisions have resulted in housing lots that are close to 1 acre or more. Furthermore, if the area moved toward buildout under current zoning it would become a less desirable place to live, and the market would likely limit its growth before the maximum number of homes was reached.

Still it is useful to consider the buildout scenario in terms of the impact that this number of new homes and residents could have on the environment, on infrastructure capacity (roads, water, sewer), and on the schools. The delivery of each of these community services requires taxpayer money. Generally speaking, unless the new homes have very high assessed values, the new development will not pay for itself in terms of property taxes.

The second proposed response is to separate the concept of “density” (the number of homes that can be built per acre) from the concept of “lot size.” Under the Town’s existing regulations, the density of development is controlled by mandating that every house be placed on a housing lot of some minimum area. For example, in the town’s AR-1 zoning district, each new home must be placed on a lot with a minimum size of 1 acre. If you own 100 acres of perfectly buildable land and you wish to maximize your development value of this land, you would therefore divide the entire 100 acres into 100, 1-acre building lots (note: this example is simplified for illustrative purposes). Without changing the number of homes that could be built, we could instead say that the permitted density cannot exceed 1 home per 1 acre, but the minimum lot size can be much smaller as conditions allow. Using the simplified example above, you could still create no more than 100 building lots on the 100 acres. However, the lots could vary in size as conditions and imagination allow. Where sewer and water are present, as they are or could easily be throughout much of the Southern Corridor, housing lots could be quite small. By separating the issue of lot size from the issue of density, the developer must no longer divide all of the original parcel of land into residential housing lots in order to maximize development potential and profits. Instead, he/she could achieve the maximum allowed

density while creating lots of various sizes and preserving exceptional features of the landscape through creative design.

**Recommendations:**

- Establish a maximum development density of 1 home per 1 acre of unconstrained land throughout the Southern Corridor. Constrained land includes wetlands, floodplains, and steep slopes.

- Require Conservation Subdivision Design in the Southern Corridor – this approach addresses the form of development. With sewer and water present or obtainable throughout most of the Southern Corridor, Canandaigua can permit flexible lot-sizes that facilitate creative subdivision design in harmony with the landscape. In addition to the environmental and viewshed benefits of allowing homes to be sited in a creative way, a network of conserved open lands can be created in the process (as wildlife corridors and, perhaps, for public hiking trails using stream corridors to lake viewing areas, etc.). A brief description of the conservation subdivision design process is provided in the box at right.

**Conservation Subdivision Design** (term coined by Randall Arendt)

Uses open space resources present on a site to be developed as the starting point for design (In the same way that a golf-course community is designed).

The **four-step conservation subdivision design process** is quite simple:

1. Identify conservation areas – potential development areas follow once the conservation areas have been “greenlined”.
2. Locate house sites
3. Align streets and trails
4. Draw in the lot lines

**Conservation easement** – a legal tool that ensures that conservation lands set aside as a result of this process remain undeveloped.

**Ownership options for conservation lands** - an individual landowner or several landowners in the new conservation subdivision, a homeowner’s association, the Town of Canandaigua, or a land conservancy such as the Finger Lakes Land Trust.

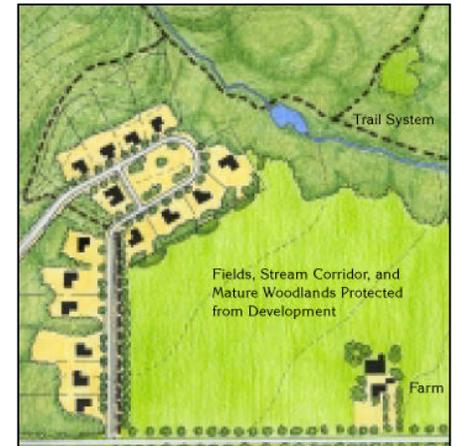
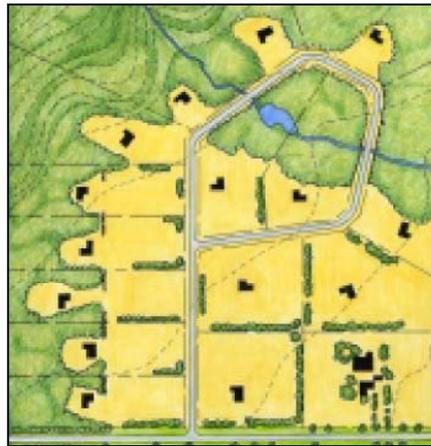
See Randall Arendt’s, *Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks* (1996) and *Growing Greener: Putting Conservation into Local Plans and Ordinances* (1999) for more information about Conservation Subdivision Design.

The conservation subdivision design approach begins with the identification of open space resources present on the site to be developed (environmentally constrained land, agricultural land, historic or scenic views, significant woodlots, etc.). A town-wide map of open space and agricultural resources can be a useful guide for starting this identification process (see *Lands of Conservation Interest Map* recommendation below). This resource identification will form the basis for designating conservation lands in the new subdivision. Once conservation lands are identified and designated, areas where development would be most appropriate are identified. Homes (the number based on allowable density for the zoning district) are then designed into the development areas of the site in a creative fashion. Flexible lot sizes and area and bulk standards facilitate this creativity. Identifying road alignments and lot lines are the final steps in the conservation subdivision design process.

The advantages of this approach are:

1. Farmland and open space conservation, recreational development and natural resource protection guide the subdivision design process. Because the area and bulk regulations used for conventional subdivisions are not applicable, the design process is creative and not driven strictly by arbitrary minimum lot size requirements.
2. Significant networks of open land are created through the development process – the value of homes within these subdivisions are enhanced as are the value of surrounding neighborhoods, and the quality of life of all town residents is improved.
3. Developers can provide different types of housing on a variety of lot sizes in response to market demand. This allows for a more diversified housing stock to meet the needs of our changing society. Developers can also save money on infrastructure costs by clustering homes, a savings that can be passed on to home buyers.

As noted above, it is recommended that Conservation Subdivision Design be required in the Southern Corridor. An exemption or variance process could be established to allow conventional subdivision in the rare situation when a conservation subdivision is not possible or would be of no value. However the burden of proof for such an exemption should be high, and the preference for conservation subdivision should be clear in the town's zoning and subdivision regulations.



A comparison of a conventional subdivision (left) with a conservation subdivision (right). In both cases, a total of 16 residential lots were created. A conservation easement ensures that the open land preserved as part of the conservation subdivision (right) cannot be further subdivided or developed in the future.

A required open space set aside should also be established. Because sewer and water infrastructure is already available, or could be made available, in most of this area, a required minimum open space set aside of perhaps 40% to 50% could be established for conservation subdivisions. This would ensure meaningful open space conservation, and still allow creative subdivision design. In all cases, a conservation easement will be the legally binding mechanism for ensuring that the open space set aside as part of the subdivision cannot be further developed or subdivided in the future. The town will be a party to the easement, and in some cases a third-party enforcer such as a local land trust may also be party to the easement. Ownership options for open land set aside as part of these subdivisions are described above, but in most cases it is recommended that a private landowner, or several landowners in the new subdivision should

retain ownership of the land under easement. Private landowners are generally the best stewards of the land. For larger subdivisions, a homeowner's association may sometimes retain ownership of the open lands. In rare cases, the town or a land trust may become the owner of the open lands.

Cumulatively, open lands set aside as part of conservation subdivisions can create networks of open space or greenways through the community. These green networks provide valuable wildlife habitat and can become the basis for a network of pedestrian or recreational pathways (see sketch at right on page 10 - illustrates how trails might be incorporated into a conservation subdivision).

- Create an Incentive Zoning mechanism to exchange modest density increases for specified public benefits – Incentive Zoning establishes a framework for negotiation between the Planning Board and the developer of a proposed project. Under Incentive Zoning, the Planning Board is authorized to grant a developer additional housing units above the base density in exchange for the developer's agreement to provide specified public benefits. The Incentive Zoning provision must be carefully written to set clear parameters about the extent of the potential density bonus and to specify the public benefits that are required in order to receive the density bonus. The review process established under the incentive zoning provision would ensure that the benefits gained are worth the incentives provided.

Incentive Zoning can be a very useful tool for achieving community goals. For example, in Canandaigua it is recommended that Incentive Zoning be used to provide public access to protected open space for the development of pedestrian or recreational pathways. It is important to recognize that there is no automatic right for the public to have access to open lands created from conservation subdivisions. When the land remains in private ownership, even under a conservation easement, all of the rights of land ownership except the right to further develop the property remain. This includes the right to prevent trespassing. The Town cannot compel a private landowner to allow public access on their land. However, the Town can purchase the right for public access and/or offer incentives to the landowner for allowing public access through open lands. Incentives can be built-in to the revised land use regulations as an incentive zoning provision. In this case, the developer of a conservation subdivision would be offered some modest increase in the allowed density, perhaps up to 10% or 15% of the total number of permitted housing units, in return for permitting public access to the open lands. And although NYS General Obligations Law has become much more supportive in terms of limiting the liability of landowners who allow public access to their lands for the purposes of enhancing recreational opportunity, the town could extend its own existing liability coverage to any trails created as part of this network. These types of incentives can be very powerful tools for establishing a community trail network.

It is also recommended that Incentive Zoning be used to ensure the availability in Canandaigua of moderately priced housing. In this case, a density increase would be permitted where the subdivision proposal provides housing opportunities for low- or moderate-income families. The

amount of the density increase would be based on carefully written standards established when the incentive zoning provision is developed. For example, the provision might state that for each affordable housing unit provided, one additional building lot or dwelling unit may be permitted, up to a maximum 15 percent increase in dwelling units above the base density. Affordable housing might be defined as units sold or rented to families earning up to 120 percent of the area median income, adjusted for family size, as determined by the U.S. Department of Housing and Urban Development.

- Create additional mechanisms to minimize road frontage development in the Southern Corridor and in Canandaigua's Agricultural-Residential Areas – When the Town's zoning and subdivision regulations are amended to comply with this plan, the Town should create additional mechanisms to minimize road frontage development. For example, a threshold should be established that limits the number of individual lot-splits (which are typically frontage lots) for which a landowner can obtain approval from the Planning Board before being required to prepare at least a conceptual subdivision plan for the entire original property. In establishing this threshold, the Town should balance its desire to reduce the incremental carving-up of road frontage through small subdivisions and individual lot splits with thoughtful consideration of the cost to the landowner of such requirements. As another example, the Town's zoning and subdivision regulations should allow well-designed flag lots with shared driveways (and cross-easements), as an alternative to frontage lot development.

- Develop a *Lands of Conservation Interest Map* for the Southern Corridor and the rest of the town – building on the natural resource inventory already completed as part of this plan (see Appendix A, Inventory and Analysis), the Town of Canandaigua should create a parcel specific inventory of its farmland and open space resources. This map would identify critical natural and recreational resources, and the

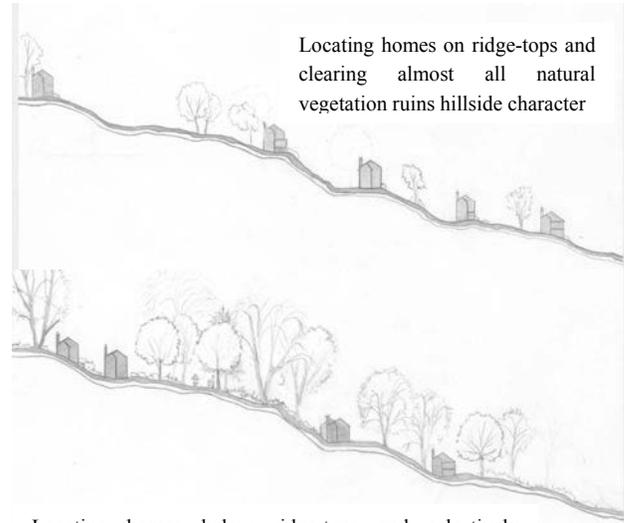


remaining open lands that require the community's careful stewardship. Categories of open space resources would be defined by the community, but might include items such as: high quality agricultural land, environmentally sensitive lands, recreational facilities, rural and scenic roads and vistas, community gateways, waterfront access, ridgelines and/or land above a certain elevation, existing and potential trail connections, etc. These resource categories would be mapped and collectively would define a network of open spaces in the community.

In addition to creating a vision for the community's open space network, the *Lands of Conservation Interest Map* would serve two important functions. First, it would assist the Planning Board and developers in identifying conservation lands as part of the Conservation

Subdivision Design Process described above. The map would provide a preliminary indication of the types of resources that are present on the site to be subdivided, and it would show how these resources are related to the community's overall open space system. Housing lots and home sites could then be located to minimize their impact on these important resources. Second, the map would be an important tool to help identify lands that should be protected through the purchase or donation of land or easements from willing landowners as part of the Town's Farmland and Open Space Conservation Program (see below).

- Prepare design guidelines or "best development practices" for hillside development that demonstrate techniques for minimizing the visual impact of hillside development in the Southern Corridor. Flexible lot size and area and bulk regulations, encouraged as part of the conservation subdivision design recommendations above, will also make it possible to design hillside development more creatively.



- Promote "good lighting" that does its intended job well with minimum adverse impact on the environment. Outdoor lighting is used to illuminate roadways, parking lots, yards, sidewalks, public meeting areas, signs, work sites, and buildings. It provides for better

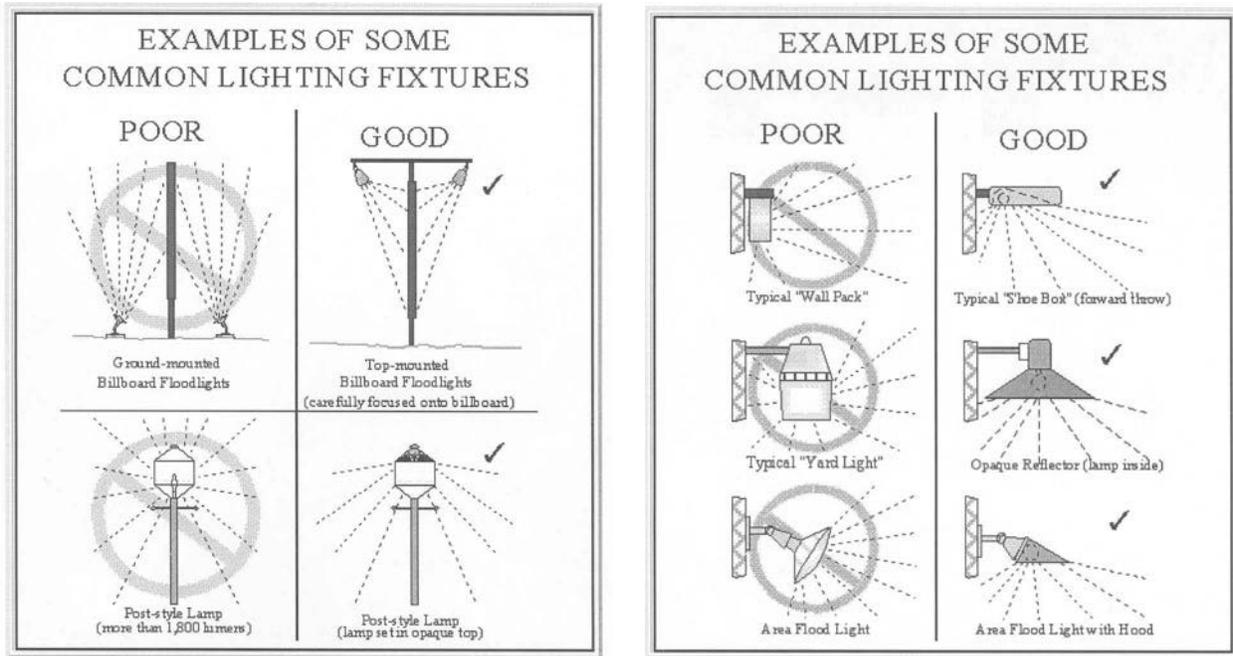
Locating homes below ridge-tops and selectively clearing natural vegetation still creates views for the homeowner while preserving hillside character.

visibility and a sense of security. But if outdoor lighting is not well-designed and properly installed, it can be costly, inefficient, glary, and harmful to the nighttime environment. "Good lighting", as described by the New England Light Pollution Advisory Group and the International Dark-Sky Association, has four distinct characteristics:

1. It provides adequate light for the intended task, but never over-lights.
2. It uses "fully-shielded" lighting fixtures, fixtures that control the light output in order to keep the light in the intended area.
3. It has the lighting fixtures carefully installed to maximize their effectiveness on the targeted property, and to minimize the area and/or point of illumination's adverse effects on neighboring properties.
4. It uses fixtures with high-efficiency lamps, while still considering the color and quality as essential design criteria.

Promoting these "good lighting" characteristics in the Southern Corridor and throughout the Town of Canandaigua would minimize the adverse visual impact of current and future development. Sensitive areas such as the hillsides along Canandaigua Lake, and less sensitive areas that nonetheless help define the character of the community (such as the busy commercial

nodes along Route 332), would benefit from attention to lighting issues. This can be accomplished through the provision of information to property owners, and through the Site Plan Review process for new development.



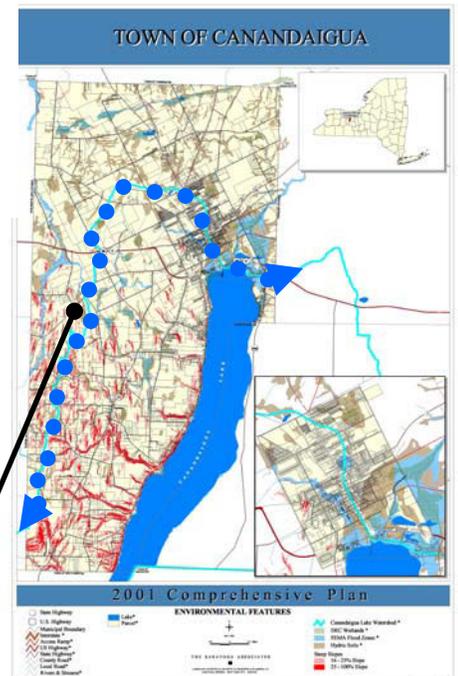
- Create a Stream Corridor Overlay District with development setback and clearing regulations to protect water quality in Canandaigua Lake. Overlay zones are used to recognize and protect particular resources or features of the landscape. An overlay zone applies a common set of standards to a designated area that may cut across several different conventional or “underlying” zoning districts. The standards of the overlay zone apply in addition to those of the underlying zoning district.

In this case the overlay zone would establish a buffer to the town’s stream corridors. The purpose of this overlay designation would be to restrict certain development and vegetative clearing activities that might degrade water quality, especially along streams that are part of the Canandaigua Lake Watershed.

The Canandaigua Lake region is working hard to protect water quality in Canandaigua Lake. The “Lake-Friendly Farmer” program is just one example. Farms in the watershed that receive this designation voluntarily apply agricultural environmental management practices to their farm operations. This Lake Friendly Farm is located in the Town of Canandaigua.



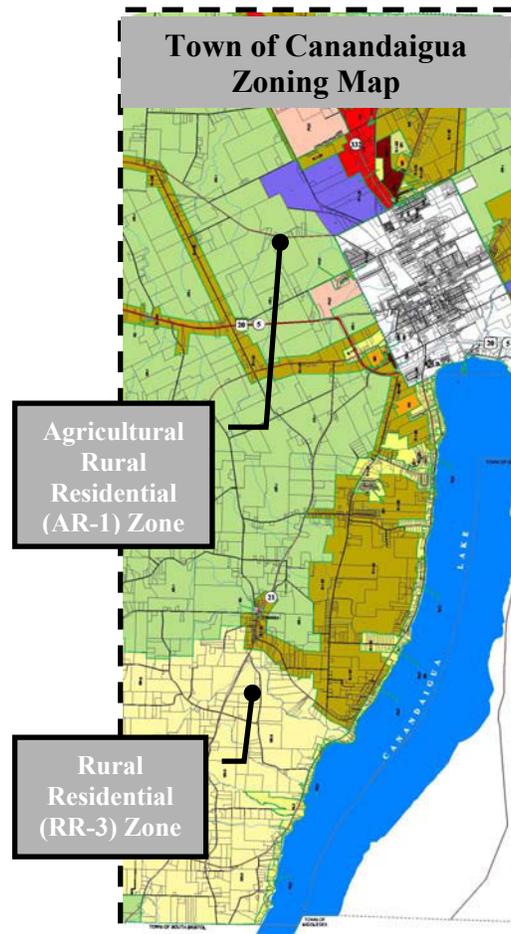
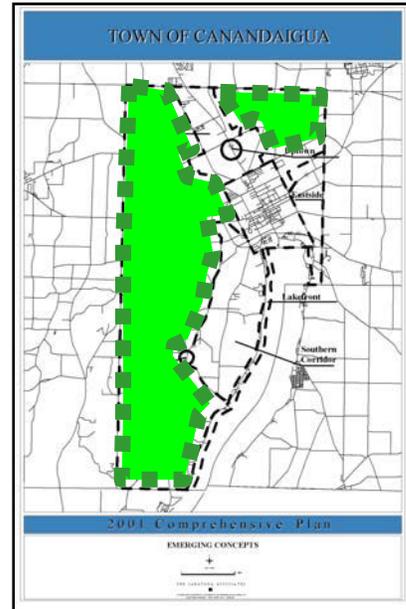
Canandaigua Lake Watershed Boundary



**C. Canandaigua’s Agricultural – Residential Areas**

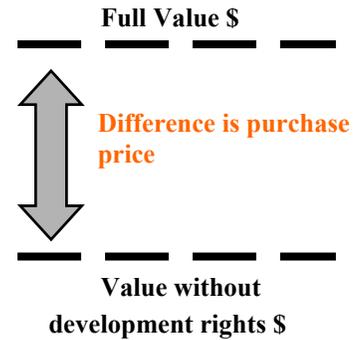
**Issues:**

- Current AR-1 zoning – Consider the long-term, cumulative impact of this form of development -- uniform 1-acre residential lots across the landscape. Current zoning requires this to happen if/as development occurs in this area (note: south of Cheshire zoning is RR-3, 3 acre minimum lot size).
- Likelihood of increased development pressure in northern parts of this area due to the increased capacity of NYS Route 332.
- Linear, higher-density zones along selected roads encourage road frontage development (stripped-off) along these roads – over the long-term this will negatively impact their transportation function. Will also negatively impact views and rural character.
- Residential encroachment on farmland – conflicting land uses.



**Proposed Response:**

The proposed response to these issues is multifaceted. The goal is to preserve farmland and farming, and to conserve natural and other open space resources by providing alternatives to residential development. When development does occur, the goal is to protect the rural qualities of the landscape.



**Recommendations:**

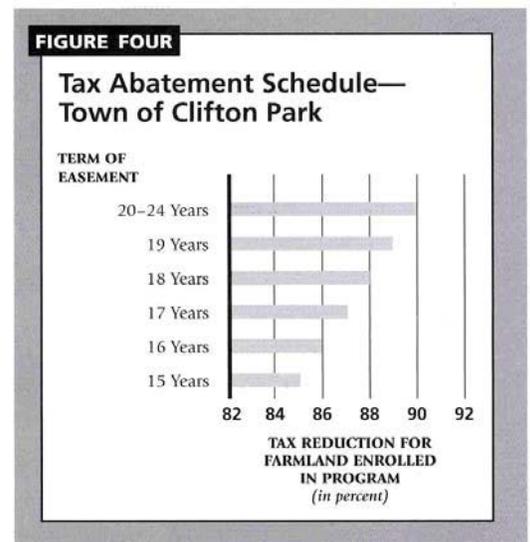
- Establish a Farmland and Open Space Conservation Program for the Town of Canandaigua – the Town should establish a local program for the protection of its high quality farmland and significant open space resources. This program would have two components:
  - *Farmland Protection* would be accomplished through a Purchase of Development Rights (PDR) program. Under this type of program, the town would purchase the development value of specific parcels of land from willing landowners. The cost of doing this depends on the specific parcel. It is calculated by determining the current appraised value of the property, and its appraised value as open or agricultural land without development potential (development rights extinguished). The difference between these two numbers is the value (or cost) of the development rights to be purchased. Conservation easements are utilized to ensure that once the development rights have been extinguished, the land remains undeveloped in the future.

Local funds can be used to leverage state funding from the NYS Department of Agriculture and Markets. The department’s farmland protection program will pay up to 75% of the cost of the development rights for exceptional proposals. It is important to recognize that given current funding levels for the state’s program, demand for these grants statewide far exceeds the available funds. Therefore, this is a very competitive grant program.

### benefits of PDR

- PDR protects farmland permanently, while keeping it in private ownership.
- Participation in PDR programs is voluntary.
- PDR allows farmers to capitalize on undeveloped assets—their land.
- PDR can be implemented by state or local governments, or by private organizations.
- PDR provides farmers with a financially competitive alternative to development.
- PDR programs can protect ecological as well as agricultural resources.
- PDR removes the non-agricultural value of land, which helps keep it affordable to farmers.

From - *Action Guide: Agricultural and Farmland Protection for New York* (American Farmland Trust)



From *Action Guide: Agricultural and Farmland Protection for New York* (American Farmland Trust)

- *Open Space Protection* can be accomplished through Town sponsored PDR or fee-simple acquisition of important open space resources. Other techniques could be included in this program, such as: donation of conservation easements (perhaps through increased educational efforts in partnership with a local land trust), or a term easement / tax abatement program (a means of conserving for a period of years smaller “open space” parcels - the longer the agreed-to term of the easement, the greater the tax abatement)
- Conservation Subdivision Design – see description above. In these areas of the town, conservation subdivision design could be mandatory, as recommended for the Southern Corridor, or it could be encouraged through incentives. A mandatory approach would probably be more appropriate because, without public sewer in these areas a density bonus for conservation subdivision design will be difficult to achieve. As in the Southern Corridor, an exemption or variance process could be established to allow conventional subdivision in the rare situation when a conservation subdivision is not possible or would be of no value. However the burden of proof for such an exemption should be high, and the preference for conservation subdivision should be clear in the town’s zoning and subdivision regulations.
- Establish a maximum development density of 1 home per 2 acres of unconstrained land in the Agricultural – Rural Residential Zoning District. Constrained land includes wetlands, floodplains, and steep slopes. The current permitted density of one home per acre is too dense for an area where farming is the primary land use, and where the provision of public sewer is not envisioned. Build-out of this area of the town at the density currently allowed by zoning would have a substantial impact on the character and fiscal situation of the community.
- Eliminate the strips of R-1-30 zoning that run along several of the state, county, and town highways in this part of town. These linear high density zones encourage frontage development that negatively impacts highway function and rural character. These areas should instead become part of the revised Agricultural – Rural Residential Zoning District.
- Maintain the 1 home per 3-acre average density in the RR-3, Rural Residential Zoning District.
- Establish as town policy that public sanitary sewers will not be extended into this part of town unless it is absolutely necessary to protect the health, safety, and welfare of existing town residents. Public sewers should be understood as urbanizing infrastructure, and this part of town is intended to remain rural.

#### **D. Canandaigua’s Lakefront**

##### ***Issues:***

- High-end real estate. Sewer and water in place along West Lake Road.
- Lakefront infill – from further subdivision and from “tear-downs” (older, smaller structures demolished and replaced with much larger ones). Lot-coverage and impervious surfaces are on-going concerns.
- Engineered shoreline treatments reduce the natural qualities of the Canandaigua Lake shoreline.

**Plan Recommendations:**

- Require higher standards for lakeside development. Develop design standards for development in the RLD (Residential Lake District). These standards should apply to any new construction or substantial alteration of existing structures.

The primary emphasis of these standards should be to:

- Offset density with landscaped edges – maintain natural vegetation to the maximum degree possible.



Lack of natural vegetation makes homes very visible from each other and from the lake

Maintenance of natural vegetation screens homes from one another and reduces the visual impact from the lake of high density lakeside development

- Emphasize softer design approaches for shoreline edge treatment



From left to right: Very hard shoreline treatment (maximum engineering) to a much softer approach.

**E. Hamlet of Cheshire**

**Issues:**

- Small, historic center for the rural community around it.
- Underutilized, small commercial/mixed use buildings.
- Lack of sewer service to the hamlet – limits its vitality and growth.

**Proposed Response:**

- Hamlet revitalization – sidewalks or other appropriate streetscape improvements, develop of a playground area, building reinvestment incentives, mixed-use zoning, and design standards to ensure that the character of the hamlet is preserved and enhanced.
- Hamlet expansion – identify a possible hamlet expansion area (adjacent to current hamlet) for appropriately scaled and designed hamlet growth. Within the identified expansion area, two sets of alternative development regulations could be in effect for the landowner – a low density rural residential option or a Traditional Neighborhood Development (TND) option that is specifically crafted for a rural hamlet.



Design guidelines for hamlet expansion will ensure that new development is consistent with traditional hamlet character.

**Plan Recommendations:**

- Create a mini-master plan for the hamlet to address issues identified above. Conduct a public workshop and design charrette in Cheshire. Encourage the participation of all residents, landowners, and business owners from the hamlet and areas immediately surrounding the hamlet to this participatory event.
- Revise Zoning to establish a mixed-use hamlet zone and design guidelines for Cheshire

**Left:** Original hamlet street network

**Middle:** Suburban style hamlet growth

**Right:** Hamlet extension consistent with traditional street pattern



From Randall Arendt's, Rural By Design (1994), APA Planners Press.

Example of Hamlet Design Guidelines

From: Hamlet Design Guidelines. Prepared by the Dutchess County Department of Planning and Development (October 1994).  
Published by the New York Planning Federation.

**Hamlet Design Guidelines**

October 1994

Adapted from guidelines prepared by:  
**Anne Tate, Architect**  
**Joel S. Russell, Woodlee Associates**  
**Jennifer Shakespeare, Architect**

Published By:  
**New York Planning Federation**

Prepared by: The Dutchess County Department of Planning and Development

**STREET WIDTH**

**Guideline**

Streets within a hamlet should be as narrow as possible while accommodating cars, service and emergency vehicles. An example would be an 18-foot travel way with 8-foot shoulders for on-street parking on both sides. Streets should be designed for slow speeds and pedestrians, with sidewalks along at least one side.

**Discussion**

Narrow streets slow traffic and encourage walking and the use of the street as public space.

Road specifications based on suburban conditions should be amended to allow for appropriate hamlet development.

Typical street view

Plan of typical street

7

**GARAGES AND DRIVEWAYS**

**Guideline**

Detached garages to the rear of houses are encouraged.

Garages should be located so that cars parked outside will not project beyond the front building line. Curb cuts for residential driveways should be no wider than 12 feet.

**Discussion**

The pattern of detached garages behind houses keeps the street from being dominated by garage doors and curb cuts and makes narrower lots possible. The character of pleasant, walkable streets can be preserved if garages are set back.

Recommended garage locations

Typical garage behind house

Garage doors should not dominate building

11

**BUILDING ALIGNMENT**

**Guideline**

Consistent setbacks from the street are strongly encouraged. New buildings on a street should conform to the dominant setback. Build-to lines should be designated on new streets.

Building faces should be parallel to the street with major roof ridges either parallel or perpendicular to the street where this is consistent with existing patterns.

**Discussion**

When buildings line up along a street, this line creates a defined edge to the public space which contributes to the hamlet's traditional character.

Parallel or perpendicular relationships between buildings and the street are typical of most hamlets. The building alignment with the street edge combines with the sidewalks and the rows of trees to create a canopied corridor.

Street view with build-to line

Plan showing building alignments

Discouraged Encouraged

New buildings should follow existing alignments

8

**STREET TREES**

**Guideline**

Streets within the hamlets should be lined with trees. Existing trees should be preserved. Dead trees that are within 20 feet of the pavement should be replaced with new trees. On new streets, indigenous species with broad canopies and 4" minimum caliper trunks should be planted at 20 to 30 foot intervals. Street trees can be planted within the first 10 feet of the front yard, in a tree lawn between sidewalk and street, or in the shoulder when designed to break up on-street parking areas. A variety of native species should be used.

**Discussion**

In the historic hamlets, street trees announce the beginning of the hamlets and give special character to neighborhood streets. Street trees provide summer shade and reduce heat build-up from asphalt areas. Trees and shrubs add variety to the streetscape and help distinguish public from private spaces.

The lined street

Plan with street trees

13

**STREET PATTERN**

**Guideline**

New streets should be interconnected in clear, direct and understandable patterns. New streets should connect to existing streets wherever possible. Dead end streets and curved streets are appropriate only in response to topography.

**Discussion**

Simple, straight streets provide the shortest and most direct paths and make destinations visible. A direct and understandable street pattern encourages walking within a neighborhood. Multiple travel paths disperse traffic and allow for narrower and safer streets.

Curvilinear cul-de-sacs increase travel distances, gas consumption, and asphalt surfacing while discouraging walking. All trips load the same principal roads, increasing traffic and requiring wider roads.

Partial plan of hamlet with connecting streets

Typical cul-de-sac that does not connect with other streets should be discouraged

6

**STREET TREES**

**Guideline**

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The lined street

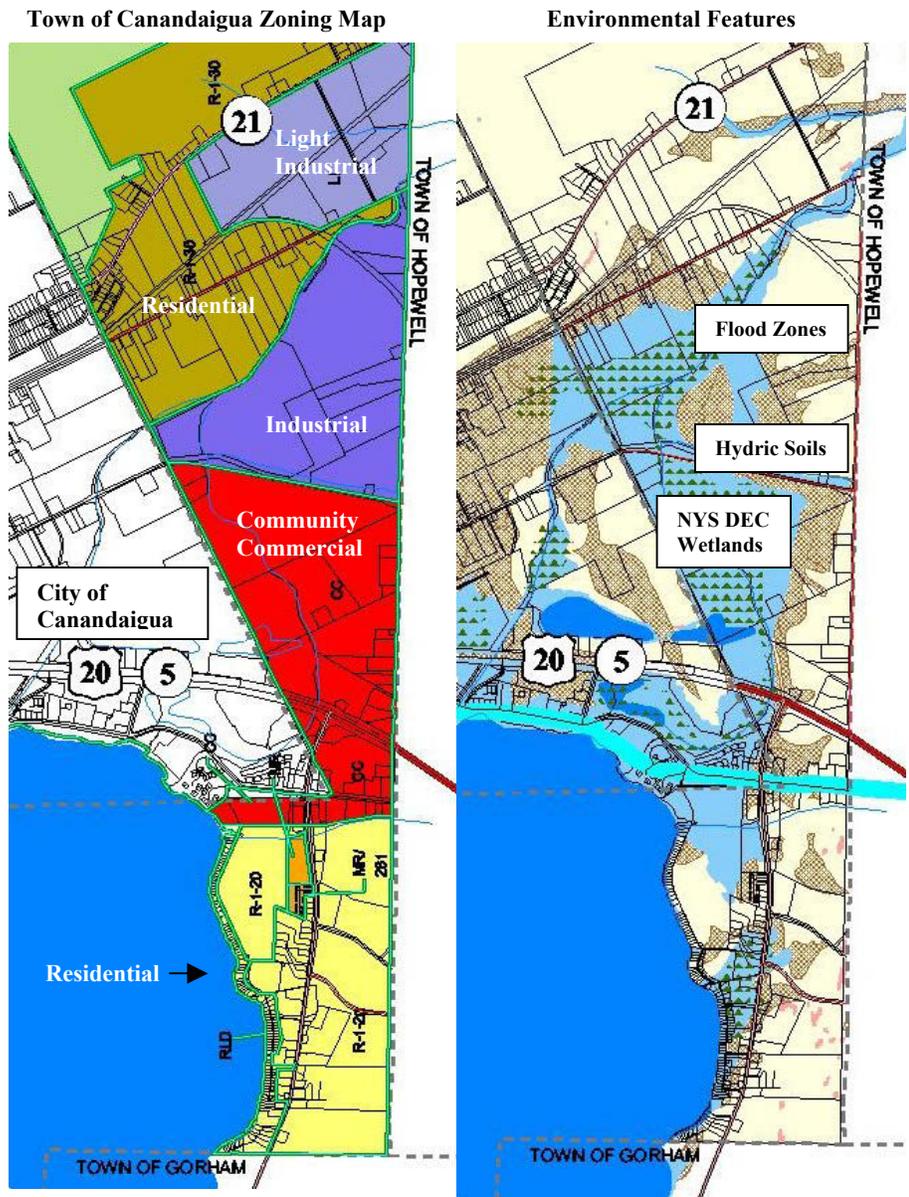
Plan with street trees

13

**F. Eastside Canandaigua**

**Issues:**

- Large Limited Industrial (LI), Industrial (I), and Community Commercial (CC) zones in this part of town. Much of the land in the industrial zone and the community commercial zone is classified as vacant for assessment purposes. This is probably due to the severe environmental constraints found in these areas. Only parcels that are immediately adjacent to Routes 5&20 in the Community Commercial Zone are actually used for commercial purposes. Most of the light industrial district is currently used for agriculture and is included in the County Agricultural District.
- Significant areas of environmental constraints (wetlands, hydric soils, and flood zones).
- Commercial strip along Routes 5/20 – most of this is within the City of Canandaigua. Is there a desire to improve this commercial area?
- Mixed character of the residential area between Routes 5/20 and the Gorham Town line.

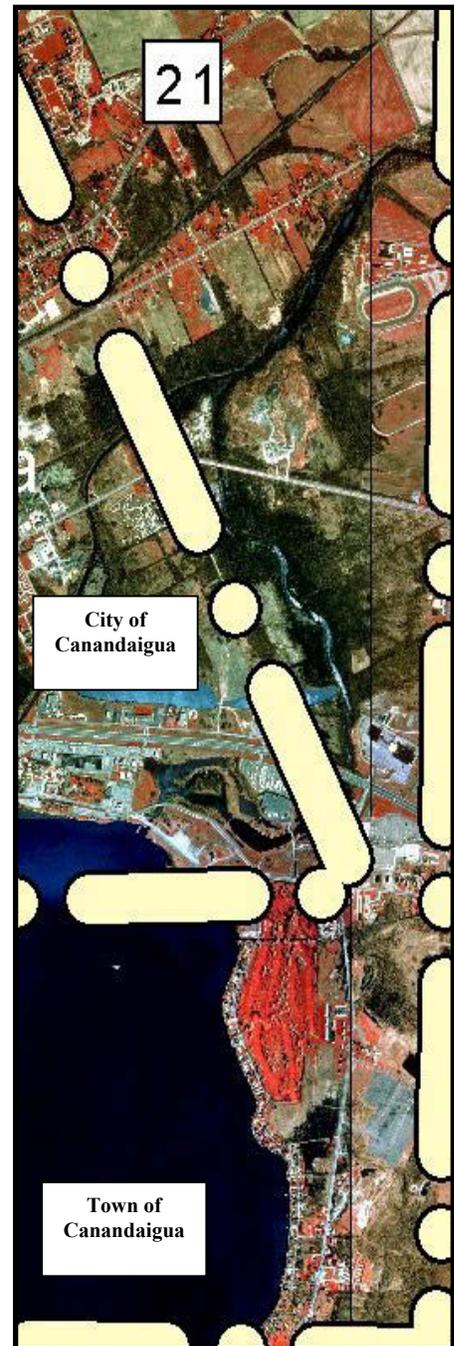


**Plan Recommendations:**

- Continue to work with the NYS Department of Transportation (NYSDOT), the Genesee Transportation Council, Ontario County, and neighboring municipalities to address land use and transportation issues in the Routes 5 & 20 corridor.
- Establish the Routes 5/20 Corridor as an eastern gateway to the Canandaigua region. Work with the Chamber of Commerce and others to enhance this entranceway to the community. A well placed monument sign with landscaping, or some other indication that one has arrived, would be

a nice addition near the Town’s boundary with Hopewell. Local merchants may wish to contribute to a streetscape beautification program in these areas.

- Enhance this entrance to Canandaigua by improving the appearance of the highway corridor (landscaping, trees, planted medians, and the addition of pedestrian/bicycle paths), and by creating design guidelines for new commercial construction, expansions, or modifications along Routes 5&20. In 2003, the NYSDOT will begin to make substantial improvements to Routes 5 & 20 in this area. The provision of sidewalks and a grassed median will greatly enhance the character and safety of this roadway.
- Eliminate the light industrial and industrial zoning districts in this area. Very few parcels in these two zoning districts are currently used for light industrial or industrial purposes. In their place establish a mixed-use commercial and moderate density residential district between NYS Route 21 and County Road 46. This area would provide an opportunity to create a more diverse housing stock with neighborhood commercial services.



**G. Additional Town-Wide Recommendations**

The recommendations below are intended to cover additional topics of concern that are town-wide in nature rather than organized around geographic areas. These fall under two categories – infrastructure and recreation.

***Infrastructure Recommendations:***

- Sewer and Water – The provision of public sewer and water services should be directed to areas of the town that are planned for additional future growth – primarily the Southern Corridor, the Hamlet of Cheshire, and the development nodes in the Route 332 Corridor. Such linear forms of infrastructure require a minimum level of development density (# of hook-ups) to be provided in a cost efficient manner. These areas of the town will be able to provide that level of development density.

In areas of the town that are not planned for extensive new growth, such as the Agricultural-Residential Areas, the provision of such infrastructure – particularly sewers - should be restricted as a matter of town policy. It should be understood that the provision of public sewers could have

a growth inducing effect; an effect that is not desired in these parts of town. Water districts already exist in many of these areas, and water extensions to select areas for reasons of health and safety remain appropriate.

The Town of Canandaigua should continue to cooperate with neighboring municipalities and Ontario County to ensure that the regions water and sewer infrastructure capacity remains adequate in terms of quantity and quality to meet future needs.

- Stormwater Management (Drainage Districts) – The Town of Canandaigua contains one major and several minor drainage districts. The establishment of these drainage districts creates a funding mechanism to deal with drainage problems in specific areas around the town. The town should investigate the possibility of creating a consolidated town-wide drainage district to more efficiently manage this infrastructure.
- Transportation – A number of transportation studies and projects are currently underway in the region that could have a direct impact on land use and community character in the town. Land use and transportation are strongly linked. The town’s vision for the future, as articulated in this comprehensive plan, should inform these transportation studies. At the same time, the results of these transportation studies may require that certain elements of the comprehensive plan be reevaluated by the community in the coming years. The Town of Canandaigua is actively engaged as a participant in these studies and projects, and should remain so.

The first of these studies is a Regional Transportation Study that was funded by a \$100,000 grant and is coordinated by the Genesee Transportation Council. This study is taking a broad look at the regional transportation network centered on Canandaigua. Long-term traffic impacts and alternatives will be explored as part of this study.

A second regional transportation study is focused on the Route 332 Corridor between the NYS Thruway and the City of Canandaigua. The study will explore various build out scenarios for the corridor in consideration of recent changes to the highway. The Genesee Transportation Council also coordinates this study.

Finally, as mentioned above, the NYSDOT will begin a major reconstruction project on Routes 5 & 20 in 2003. Final design will be completed in the coming months, and the Town should continue to participate in this project.

- Rural Road Standard – The Town of Canandaigua has established specifications for a minor subdivision / rural development road. The specifications call for a 22-foot road width (two eleven foot travel lanes), and they allow the option of a roadside swale rather than a concrete gutter for drainage. This is a reasonable approach for low volume local roads and its use should be strongly encouraged in almost all conservation subdivisions. Narrow rural streets help maintain rural character, reduce development and maintenance costs, and reduce speeding in residential

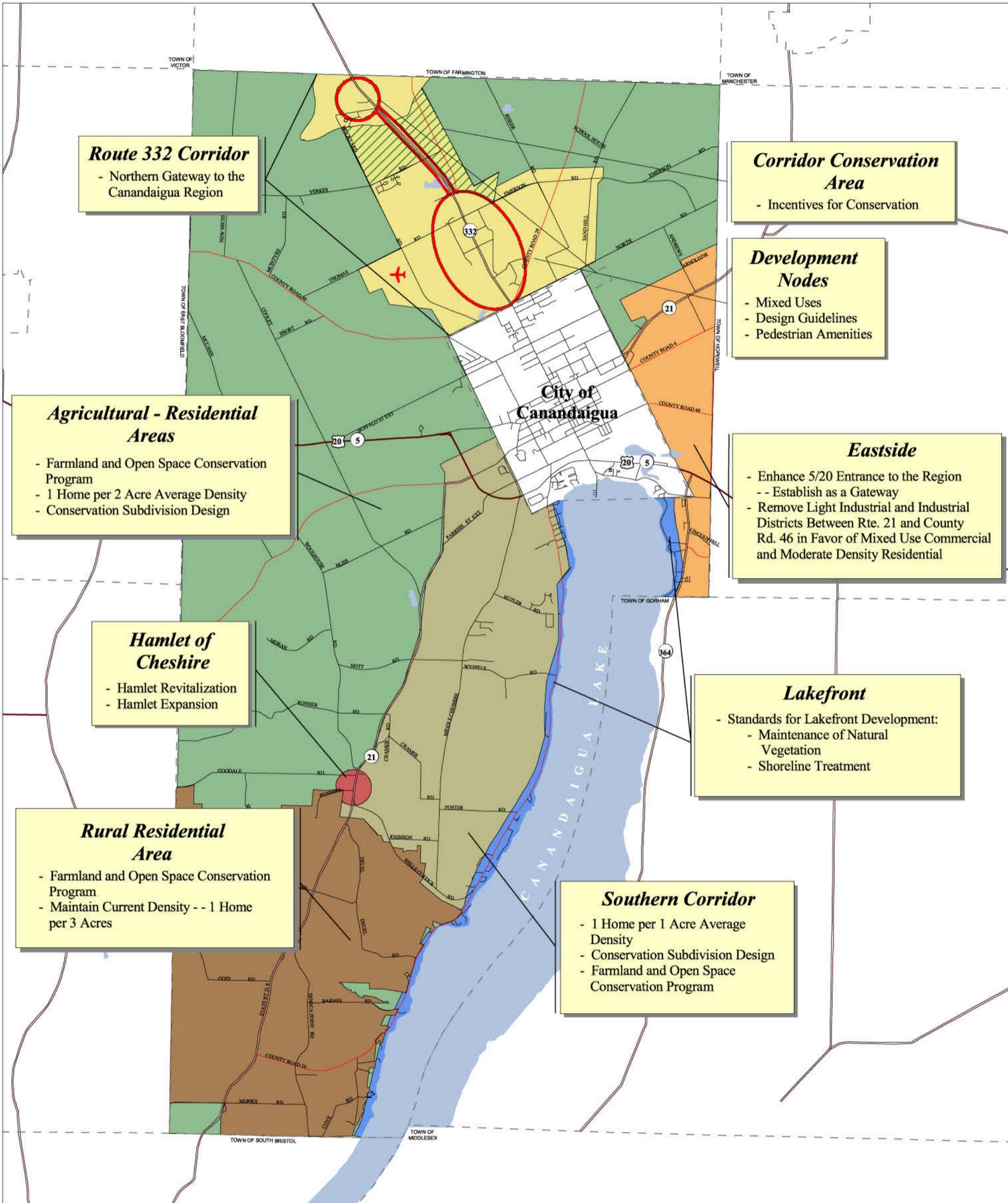
neighborhoods. The Town may wish to consider reducing the pavement width for these rural roads even further. Road widths of between 18 and 20 feet are generally adequate for most low volume subdivision streets. In addition to street width, the Town should review its standards for right-of-way clearance on low volume local roads. The minimum right-of-way width for minor subdivision / rural development roads is 60 feet. In order to preserve rural character in conservation subdivisions, cleared width standards for the right-of-way should not exceed about 6 to 8 feet on either side of the roadway.

- Infrastructure Facilities Management – As the Town of Canandaigua continues to grow, and town services expand to meet the demands of this growth, it should consider updating its information management to digital form. Geographic Information Systems (GIS) can be used to organize both geographic data about the location of infrastructure throughout the community, and data regarding characteristics of the infrastructure (such as pipe size, maintenance history, etc.). Accurate and accessible information about the location and characteristics of the town’s infrastructure will facilitate decision-making and efficient management of these resources.

***Recreation Recommendations:***

- Town Parks – The Town of Canandaigua should develop additional parklands in the northern part of town. This area is currently underserved by public recreational facilities that are mainly located around the Southern Corridor and within the City of Canandaigua. New parks will serve both a geographic need for recreational space in this part of town, and a recreational programming need for more field space, playgrounds, and trails. The community survey, conducted as part of the development of this comprehensive plan, provided some initial understanding of the types of recreational facilities desired by town residents. For example, the survey indicated that restrooms were desired as part of town parks. The survey could be followed-up with public meetings as the town gets closer to undertaking an actual project to locate and design a new park.
- Recreation Programs – The Town of Canandaigua, the City of Canandaigua, and Cornell Cooperative Extension work together to provide extensive recreational programming. These cooperative relationships should be continued.
- Regional trails – The Town should identify roadways that are appropriate and desirable for on-road bicycle touring. Identified roadways could then be mapped and signed in coordination with regional tourism efforts. The Town Highway Department could also focus attention on these roadways, and in particular the shoulders of these roadways, for maintenance and cleaning.
- Off-road hiking and biking trails – as part of the development of the Town’s Lands of Conservation Interest Map, a network of off-road trails will be identified for the first time. The map will establish a vision for this town-wide network; however, realization of this vision will require a long-term sustained effort to work cooperatively with landowners and developers.

# TOWN OF CANANDAIGUA



## 2003 Comprehensive Plan

### PLAN RECOMMENDATIONS

- Municipal Boundaries
- US Routes
- State Routes
- County Roads
- Local Roads
- Lakes
- Canandaigua Airport
- Agricultural-Residential Areas
- Cheshire
- Eastside
- Lakefront
- Southern Corridor
- Route 332 Corridor
- Corridor Conservation Area
- Development Nodes
- Rural Residential Zoning (RR-3)



THE SARATOGA ASSOCIATES

LANDSCAPE ARCHITECTS, ARCHITECTS, ENGINEERS, AND PLANNERS, P.C.

NEW YORK CITY ■ SARATOGA SPRINGS ■ BOSTON

This map is computer generated using data acquired by The Saratoga Associates from various sources and is intended only for reference, conceptual planning, and presentation purposes. This map is not intended for and should not be used to establish boundaries, property lines, location of objects, or to provide any other information typically needed for construction or any other purpose when engineered plans or land surveys are required.

The specific actions that will implement this plan are described and prioritized below. In each case responsibilities are assigned, guidance is provided for organizing the action, and potential sources of funding or technical assistance are identified (where applicable).

To monitor progress in implementing the plan, and to identify and address new problems and changes that are likely to emerge in the coming months and years, there needs to be ongoing dialogue between the Town Board and the other official Boards and Committees (both permanent and temporary) that deal with land use and planning issues in the Town. To accomplish this, the Town Board will convene joint meetings between these boards and committees on a regular basis. As a starting point, these joint meetings should be held quarterly (once every three months). The frequency could be adjusted as appropriate at the Town Boards discretion. The joint meetings would include the Town Board, Planning Board, Zoning Board of Appeals, and any other permanent or temporary boards/committees (such as the temporary Zoning Revision Committee described below) that are involved in land use and planning issues for the Town.

Generally, each of these Boards/Committees would provide a brief report of their activities since the last joint meeting with an emphasis on any large projects, decisions, issues that they have addressed or are currently considering. The purpose of the meeting is to provide a forum and collaborative environment for identifying and troubleshooting problems or emerging concerns. Of course, all of these meetings must be open to the public, properly noticed, and should provide opportunity for public comment.

Ultimately, the Town Board is responsible for plan implementation. The joint meetings will assist the Town Board in monitoring progress and making adjustments as needed. The comprehensive plan itself is understood to be a document that must be reviewed and updated from time to time. The joint meetings will also help future Town Boards become aware of when that time has arrived. However as a point of reference, the last implementation item described in this chapter suggests that within five or ten years the comprehensive plan, as a whole, should be updated.

***Priority Actions:***

**Zoning and Subdivision Revisions to reflect the comprehensive plan's recommendations, including the following:**

- Create the Corridor Development Incentive Overlay District and the Corridor Conservation Overlay District for the Route 332 Corridor. This will include the incentive zoning provision and the development of specific design guidelines for each of the development nodes.
- Establish Conservation Subdivision Design as the preferred approach for residential subdivision throughout the Southern Corridor and Canandaigua's Agricultural-Residential Areas. This will require changes to both the zoning ordinance and the subdivision regulations. A new, rural road standard should also be developed as part of these revisions.
- Create a Stream Corridor Overlay District.

- Create a mini-master plan for the Hamlet of Cheshire. As a product of this master plan, establish a new Cheshire Hamlet Zoning District with design guidelines for hamlet infill and expansion. Additional topics to be addressed in the master plan would include streetscape improvements, the provision of public sewer, incentives for building rehabilitation and façade improvements, and small business development loan programs.
- Incorporate lakeside site design standards for buffering and shoreline treatments.

The Town Board would initiate this project by establishing a small committee to oversee the work of a consultant selected for this purpose. As part of the project, design workshops should be held for the two development nodes in the Route 332 Corridor. These workshops would form the basis for design guidelines in each of these areas. Additionally, a public workshop and design charrette should be held as part of the development of the Hamlet of Cheshire Master Plan. The participation of all residents, landowners, and business owners from the hamlet and areas immediately surrounding the hamlet should be strongly encouraged at this community event.

### **Farmland and Open Space Conservation Program – Phase 1**

The Town Board would establish a committee to develop an Open Space Inventory and a Lands of Conservation Interest map. Building on the natural resources inventory and other information collected from the comprehensive plan, the committee would be charged with identifying the town's important categories of open space resources. Through additional research and fieldwork, and a series of public workshops, it would answer questions such as:

- Where is the highest quality farmland in the town? Which are the most viable farm operations?
- Where are the town's important gateways?
- Where are the scenic vistas? Rural roadways? Ridgelines?
- What are the opportunities for linking these resources, and connecting different parts of the town to one another, and to adjoining municipalities and trail systems?

This project must be carefully designed to ensure that it is accomplished in a reasonable time frame. Once the Lands of Conservation Interest map is completed and endorsed by the Town Board, it will become a major guide to the town's Farmland and Open Space Conservation Program, and it will be a tool to assist the Planning Board and developers in the design of conservation subdivisions.

The Town of Canandaigua has already started to set aside funding for a farmland and open space acquisition program. It should continue to do so. At the same time, if there is an interested farm owner and an opportunity to initiate a farmland conservation project in the near term, the Town should undertake this as a *demonstration project*. Through the Ontario County Agricultural Enhancement Board, the Town could pursue state funding from the Department of Agriculture and Markets. The town's open space fund could be used to provide some, or all, of the local match.

*Additional short-term actions (to be initiated within one year from plan adoption):***Develop on-road bicycle touring routes**

Led by the Town's Highway Department, a small committee of area bicycle enthusiasts, tourism officials, and other interested persons would review the bicycle route maps prepared as part of the inventory and analysis in this comprehensive plan, and create a system of on-road bicycle loops through the town. These would be selected to have varying distances and levels of difficulty to appeal to a variety of abilities. They would also highlight different features of the town such as: the waterfront, lake views, agricultural areas, the Hamlet of Cheshire, etc. To appeal to both residents and tourists all of the routes would enter the City of Canandaigua and demonstrate a link to downtown and the lakefront. Participation from the City on this project would be very beneficial.

The result of this project would be a map of bicycle touring routes that could be incorporated into a simple brochure for distribution to residents and tourists. Ontario County Tourism does have a bicycle route map. The town's effort would build on and update this map. The Highway Department would also use this map to program its capital budget for maintenance and improvements to the shoulders of roads selected as part of these routes. Finally, an attractive signage system would be developed in conjunction with the brochure.

In addition to Town funds, other potential sources of funding for this project would be the NYS Department of Transportation (using TEA-21 Transportation Enhancements Funds), or the NYS Office of Tourism for assistance in the development of the brochure and signs.

**Locate, design, and develop a new Town park**

The Town of Canandaigua is in the process of identifying land for a new Town Park in the northern portion of town. The new park will serve both a geographic need for recreational space in this part of town, and a recreational programming need for more field space, playgrounds, and trails. The community survey, conducted as part of this comprehensive planning process, could be a useful starting point for determining what types of recreational facilities are desired in the community. The Town should hold a public meeting, or series of meetings, as this project proceeds through the design phase to ensure that the new park best serves the needs of current and future residents. The Town could also pursue funding from the NYS Department of Parks, Recreation, and Historic Preservation for park development. Matching funds for this grant funding could be provided as in-kind services from the Town's Parks Department. Partners in this project might include neighboring municipalities, Ontario County, and the Canandaigua School District.

*Medium-term actions (to be initiated within 2 to 3 years from plan adoption):***Farmland and Open Space Conservation Program – Phase 2**

Upon completion of Phase 1, development of the Lands of Conservation Interest map, the Town Board should consider a long-term funding mechanism for the ongoing implementation of the Farmland and Open Space Conservation Program. The most likely source of funding would be through a bond initiative approved by voters. Essentially, the Board would ask the community whether it could borrow a certain amount of money for the purposes of conserving valuable farmland and critical open space resources in the town. If approved, the town's dedicated fund would be used to fund projects outright, and/or to leverage other sources of funding (provide local match) that could be obtained for these projects. Current sources of state funding include the NYS Department of Agriculture and Markets Farmland Protection Fund, and the NYS Department of Parks, Recreation, and Historic Preservation. These state programs are funded through the Environmental Protection Fund and the Clean Air/Clean Water Environmental Bond Act.

The Lands Of Conservation Interest map would be guide for selecting acquisition projects under the town's Farmland and Open Space Conservation Program. The town should also establish additional criteria for project selection. These criteria might include: landowner contribution (donation), development pressure, and other items to be determined.

Permanent conservation of farmland and other open spaces through outright acquisition or Purchase of Development Rights will by necessity be limited to excellent quality projects. This Phase of the Farmland and Open Space Conservation Program should also establish other options for landowners. One would be a term easement/tax abatement program. Modeled on successful initiatives in Perinton, Clifton Park and other communities in upstate New York, this program would provide tax relief to large landowners who agree to keep their land undeveloped for a period of years -- the greater the period of years (the term) the greater the abatement.

A second initiative would be for the Town to partner with a local land conservancy to provide education to large landowners about their land stewardship options. There are potential income and estate tax benefits that can be generated through the donation of conservation easements to a municipality or land trust. By actively providing such education, additional conservation may be achieved.

**Study of Town-wide Drainage District**

As described under plan recommendations, the town should examine whether to consolidate the various drainage districts to better manage stormwater issues. The Town Superintendent of Highway and Water would direct this study in consultation with the Town Engineer.

**Hamlet of Cheshire**

Investments in infrastructure, streetscape, and other items identified in the Hamlet Master Plan should be initiated during this period. The town should leverage financial assistance from state and federal agency grant programs with its own investments of cash and in-kind services.

***Ongoing Programs / Activities:*****Update Planning and Building Department information systems**

Current information about the town's growth helps to form the basis for good-decision making. Canandaigua is a changing community and it is, therefore, important to be able to track information about this change. Ideally, a system could be established to digitally record the progress of development projects from the approval process through to completion. Once the system is created, it could be used to determine, for example, the number of approved building lots at any given time, or the number and types of building permits issued over a specified period. This data could be linked to the town's geography through the development of a Geographic Information System (GIS). A town GIS could also be used to more efficiently manage the town's infrastructure resources.

***Long-term actions:*****Update the Comprehensive Plan**

It is recommended that the town review this comprehensive plan within five to seven years. A comprehensive plan should be updated every five to ten years to assess progress on the implementation actions and to address the community's changing conditions, needs, and desires.